Application Guidelines
for
Technical Assistance Program
Cycle 4

August 2012

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I.   FOCUS Technical Assistance Program Overview

On behalf of the region's FOCUS Program, the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) are pleased to issue the fourth call for projects for the FOCUS Technical Assistance Program. Through this program, on-call technical assistance is available to local jurisdictions for ready-to-go projects that will advance implementation of transit-oriented development (TOD) in Planned or Potential Priority Development Areas (PDAs).[1]

The objective of this flexible technical assistance program is to support discrete planning projects that will advance implementation of PDA-related plans in support of FOCUS goals. Customized in-kind consultant assistance will be provided to local jurisdictions seeking to overcome specific policy or planning challenges to the adoption or implementation of PDA-related plans.

Applications will be accepted for projects within **Planned or Potential PDAs** that call for creative, forward-thinking solutions for addressing typical barriers to the development of successful TOD and that can help to build a higher level of support for development of complete communities within the Bay Area.

For example, projects that research and find solutions for unique site challenges, foster community support for transit-oriented development, help to speed the development process by providing regulatory specificity to developers or transparency about the development process to community members, or otherwise support implementation of a PDA-related plan will be assisted by this program. A list of accepted technical assistance project categories is provided in Section III. Example technical assistance projects are outlined in the Appendix of this document.

This technical support is not intended for parcel-level development, nor is it intended to fund major portions of a station area, neighborhood, or specific plan.

Projects eligible as described in Section III will be selected on a competitive basis. In general, this program seeks to award projects across a range of community place-types and technical assistance categories.

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[1] FOCUS is the San Francisco Bay Area's regional incentive-based development and conservation strategy that promotes a more compact land use pattern for the Bay Area by encouraging the development of complete, livable communities in areas served by transit and promoting conservation of the region's most significant resource lands. The FOCUS PDAs are locally-identified infill development opportunity areas within existing communities near transit that have been planned for or are being planned for more housing. A *Planned Priority Development Area* is part of an existing plan that is more specific than a general plan, such as a specific plan or an area plan. A *Potential Priority Development Area* has been envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.

To learn more about the FOCUS Program and designated Priority Development Areas, visit the Focused Growth website at www.bayareavision.org.

II.   Funding Availability

Applications are due September 26, 2012. The technical assistance services will be provided free to awardees by an on-call consultant to MTC. The maximum in-kind award per project is $60,000. No local match is required.

III.   Eligibility for Applicants and Projects

Any town, city, or county government within the nine county San Francisco Bay Area can apply for technical assistance. Private, local not-for-profits and community-based organizations, and other public entities cannot be lead applicants but are encouraged to partner with or show support for the lead applicant. Multiple jurisdictions, transit agencies, or county congestion management agencies may also submit applications. In the case of multiple jurisdiction applications, each jurisdiction must be a co-applicant. In the case of transit agency or county congestion management applications, all impacted jurisdictions must demonstrate support for the application. Applicants without land use authority must indicate how the project will be implemented, describing how a local jurisdiction(s) will advance implementation of TOD as a result of the project.

Proposed technical assistance projects must be in support of areas that have been designated as FOCUS Planned or Potential Priority Development Areas for which a neighborhood or specific plan has been adopted or is in process. Projects for Priority Development Areas with MTC-funded station area planning processes in progress are not eligible. Proposed projects must support adoption or implementation of the relevant PDA-related plan, or serve to initiate a planning process in a Potential PDA.

Projects that address the following types of planning and development issues are eligible:
a.   Civic engagement strategies and public workshops/charettes.
b.   Analysis of strategies to promote equitable development and minimize displacement, including comprehensive and targeted affordable housing strategies.
c.   Parking policy and demand analysis, with an emphasis on the use of *MTC's Parking Policies to Support Smart Growth Toolbox/Handbook*.
d.   Municipal financing mechanisms (both standard and innovative) for TOD, including public and private infrastructure, housing, and other related TOD improvements.
e.   Market demand analysis for retail, commercial, and residential development and supporting financial analysis such as development of pro-formas and return on investment analysis
f.   Development of visualization, web-based, or other technical tool, such as GIS mapping or photo-simulations to reflect building types associated with adopted plans.
g.   Neighborhood/PDA-wide infrastructure planning and design, emphasizing green infrastructure and low-impact development for energy efficiency, storm-water management, etc.
h.   Station access for new and existing development, emphasizing the needs of pedestrians, persons with disabilities, bicycles, shuttles, transit, drop-off, and local circulation.

i. TOD-supportive zoning, form-based codes, and smart growth urban design guidelines to address building form and scale, urban character, connectivity and accessibility, and place-making.
j. Sustainability analysis, including TOD-related carbon footprinting, evaluation of land use alternatives from an energy and resource efficiency/equity perspective, etc.
k. Financing mechanisms for acquisition and maintenance of urban parks and development of urban parks policies and needs assessments.
l. Other technical assistance services considered on a case-by-case basis.

Projects with a budget of up to $60,000 for in-kind consultant services are eligible. There is no minimum project size. *Projects must be completed within six months of award.*

IV. Application Review Process

Upon receipt, applications will be assessed for completeness and eligibility. An Advisory Committee, composed of regional agency staff and regional stakeholders will then evaluate applications based on the criteria below, and if necessary, will select applicants to interview. The Advisory Committee will make project award recommendations based on program objectives. Regional agency staff will make a final determination of awards.

Regional agency staff will be in communication with applicants throughout the application process to discuss their applications.

PROJECT EVALUATION CRITERIA	Points Available
1. Location of project in *Planned* PDA High-impact *Potential* PDAs with a specific or precise plan underway will be awarded 5 points.	10

2. Project Performance and Impact
 Implementation of relevant PDA plan will help achieve FOCUS program goals of creating livable, compact, complete communities and make a significant contribution to regional and local housing needs, measured by:
    * Commercial and residential densities
    * Absolute growth and percent change in jobs and housing units
    * Housing production as a percentage of Regional Housing Needs Allocation (RHNA)
    * Extent to which PDA exceeds standards for affordable housing
    * Evidence of California Department of Housing and Community Development-approved adopted housing element by close of application period.
	15

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3. Local PDA Plan Commitments & Community Support
      * Applicant demonstrates local commitment to implementation of
      the relevant plan
      * Applicant demonstrates community support for relevant plan (or
      project is intended to build community support)
      * Project leverages other funding or current and past planning
      efforts
	20

4. Implementation Outcomes
Project:
      * Is a critical step or "tipping point" towards implementation or
      adoption of the relevant specific/neighborhood plan for the
      PDA
      * Helps to overcome specific challenge to successful implementation
      or initiation of the plan
      * Has identified measurable outcomes that will directly advance
      plan implementation
 	
Applicant has clear sense of implementation timeframe.
	40

5. Regional Innovation and Replicability Project will demonstrate innovative and effective planning techniques and/or will provide useful strategies that can be a model for other Bay Area cities and help build a higher level of support for development of complete communities within PDAs	**15**
TOTAL	**100**

V.   Timeline

Applications due	September 2012
Advisory Committee review of applications	September/October 2012
Regional agency staff select technical assistance projects	October 2012
Technical assistance projects begin (anticipated)	November 2012

VI.   Application Form and Submission Instructions

The following are the basic steps in accessing and submitting an application:
1. Download an electronic version of the application (Cycle 4 Application) from the FOCUS website: www.bayareavision.org/technicalassistance.
2. Fill out an application and compile the documents requested in the application form for the proposed project. An Excel template file for entering project budget information is also available on the FOCUS Technical Assistance web page.

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3. Submit an electronic version of the application form and associated documents requested in the application for the project to FOCUSTechnicalAssistance@mtc.ca.gov.
4. Applications must be submitted in <u>electronic</u> format only. <u>E-mail application materials to Therese Trivedi at ttrivedi@mtc.ca.gov.</u>

Applications are due September 26, 2012

VII.   Contact Information

For questions regarding a potential project, the Technical Assistance program guidelines or application process, please contact Therese Trivedi at ttrivedi@mtc.ca.gov or 510-817-5767 or Sailaja Kurella at SailajaK@abag.ca.gov or 510-464-7957.

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<u>Appendix</u>: Example Technical Assistance Projects

The projects listed below area a sampling of the discrete types of projects the Technical Assistance Program either has funded or seeks to fund. These projects address typical barriers and challenges to the development of successful TOD, for example by finding sustainable and equitable development solutions that promote complete communities, fostering community support for transit-oriented development, and helping to speed the development process by providing regulatory specificity to developers. By tackling a challenging aspect of TOD, these example projects help to support the implementation of PDA-related plans.

Example Project: Financing Plan
Berkeley Downtown Area Plan, Comprehensive Financing Strategy

A next step in advancing the Downtown Berkeley Area Plan is developing a comprehensive Financing Plan that will help determine development fees and coordinate other public expenditures for affordable housing, transportation demand management, street/ open space improvements, and other public benefits.

To assure highly effective and equitable recommendations, the strategy will analyze the effects of development fees/contributions on development feasibility and the production of affordable housing, and will look at four types of development: mid-rise residential rental projects; high-rise residential condominium projects; mid-rise office projects; and high-rise hotel projects. Another aspect of the study will consider how fees and other public revenues fit into an overall comprehensive program for transportation demand management, efficient parking, street and open space improvements, affordable housing, and other public benefits. It is expected that the consultant will provide "turn-key" recommendations for developer fee/contribution rates and other revenue sources that will allow implementation immediately upon adoption. Affordable housing production analysis will consider: inclusionary requirements, contributions in lieu of inclusionary requirements, and commercial development impact fees.

http://www.mtc.ca.gov/planning/smart_growth/tap/

Technical Assistance grant awarded January 2010, $50,000

Example Project: Infrastructure Planning & Design Study
City of Martinez Downtown

Successful implementation of the City of Martinez Downtown Specific Plan requires new residential and commercial development. Much of the new residential development will take place on vacant or underutilized parcels, while much of the new commercial development will take place in older commercial buildings in the Downtown commercial core. Both will increase the demand on the existing electric, gas and sanitary sewer infrastructure in the downtown area, which has not had significant area-wide upgrades in numerous decades. The study will assess the existing capacity of the electric, gas and sanitary sewer infrastructure, compare that to the

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existing, short term future, and long term future demands. The results will be used to identify required upgrades, costs, and financing strategies.

http://www.mtc.ca.gov/planning/smart_growth/tap/Martinez_Downtown_Infrastructure_Study.pdf

Technical Assistance grant awarded January 2010, $25,000

Example Project: Form-based Code
San Carlos – TOD regulations/form based code

The City of San Carols received a FOCUS grant to develop a Transit-Oriented-Development/Form Based code for implementation of the General Plan, Housing Element and Climate Action Plan.

 http://www.mtc.ca.gov/planning/smart_growth/tap/San_Carlos_PDA_Regulations2.pdf

Technical Assistance Grant awarded January 2010, $50,000 (note – this grant was an augmentation to a City-funded zoning ordinance amendment)

Example Project: Parking
City of Oakland: Temescal Parking Demand & Pricing Study

The City of Oakland received a FOCUS grant to analyze current parking demand in its Temescal District, working with the community of merchants and residents to develop management solutions for peak demand periods. Solutions under consideration include parking pricing, meter policies, and development of shared parking facilities. Results of this study will help Oakland carry out the initial steps in the process of strategically reforming parking policies in the city to increase efficiency and ensure economic vitality.

Technical Assistance Grant awarded January 2011, $60,000

Example Project: Web-based Project Tracking Tool
Redwood City Downtown Project Tracking System

Redwood City has developed an innovative online tool, the Downtown Project Tracking System, to help the community easily learn about and keep track of the new developments in the Downtown PDA. The tool features an interactive map for locating projects and provides detailed project information, including illustrations and status. This tool can help ease implementation of a PDA plan by providing a transparent central project repository to help community members and developers stay up-to-date as the projects move through the City planning process.

http://www.redwoodcity.org/cds/planning/precise/preciseplan.html

Example Project: Innovative Affordable Housing and Equitable Development Strategy
West Contra Costa County Community Land Trust Study

The West Contra Costa County community land trust study, developed by the University of California-Berkeley's Center for Community Innovation in collaboration with the City of Richmond and the Richmond Equitable Development Initiative, sets forth a pioneering model for long-term preservation of affordable housing. This study analyzes the opportunities for acquiring and converting current foreclosed homes into permanent affordable housing through a non-profit land ownership and shared-equity trust. The strategy promotes equitable development by minimizing community divestment and displacement and stabilizing neighborhoods in the short term, thereby providing a strong community basis for future infill investment. This type of analysis can advance implementation of a PDA by detailing financing mechanisms for the affordable housing component or the community amenities of a PDA plan, as well as by laying out a strategy for development without displacement, potentially encouraging community support for future development.

http://communityinnovation.berkeley.edu/reports/CLT.pdf

Example Project: Low-impact Development Standards and Photo Simulations
San Francisco Better Streets Plan

The San Francisco Better Streets Plan is a comprehensive infrastructure plan that sets forth standards, guidelines, and implementation strategies that will govern how the City designs, builds, and maintains its streetscapes. While this Plan is a major planning effort, certain discrete elements of the plan may be appropriate for assistance from the Technical Assistance Program, such as the low-impact development guidelines and visualization tools. The Plan provides guidance on sustainable low-impact development techniques for the streetscapes, helping to balance the social and recreational needs of street users with the ecological needs of the City. In addition, the Plan provides photo simulations to illustrate the transformative effect of good street design on neighborhoods. Overall, this type of guiding document for the city's streets will provide consistency and speed the design development process for streetscapes as San Francisco's PDAs are implemented.

http://www.sfgov.org/site/uploadedfiles/planning/Citywide/Better_Streets/index.htm

Example Project: Feasibility Analysis, Parking Policy and Demand Analysis
Marin Affordable Housing and Financially Feasible Development Regulations

The Marin TPLUS Pedestrian and Transit-Oriented Design Toolkit provides a feasibility analysis of a hypothetical infill project in Marin County to illustrate the effect of parking requirements on the financial feasibility of a project and to demonstrate the impact that an additional floor of units can have on the affordability of a development. This type of analysis makes the case that higher densities combined with lower parking ratios can improve project feasibility and affordability of housing units, helping community members see the relationship between density, parking, and affordability, as well as helping planners determine appropriate parking ratios for their plans.

http://www.tam.ca.gov/index.aspx?page=80

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